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# ABSTRACT OF THE DISCLOSURE

The present invention is intended to provide a data providing system including a data providing apparatus having provision image data generating means for generating provision image data of a provision image which is reusable by inlaying a predetermined advertisement image into a predetermined template image into which a predetermined user image can be inlaid as superimposed upon the predetermined advertisement image and providing-side transmitting means for transmitting the provision image data via a network. The data providing system also includes a data acquisition apparatus having acquiring-side receiving means for receiving the provision image data from the data providing apparatus via the network, transmission image data generating means for generating transmission image data of a transmission image for displaying the provision image based on the provision image data onto a predetermined display means, inlaying the predetermined user image as superimposed upon the predetermined advertisement image into the template image of the provision image, and displaying the predetermined user image together with the template image in preference to the predetermined advertisement image until the predetermined user image is detached from the template image, and acquiring-side transmitting means for transmitting the transmission image data to a predetermined destination via the network.